

**ABSTRACT OF THE DISCLOSURE**

Product information is provided. An indicator that directs the customer to a web-page for the product information. The indicator may be disposed on a label 5 affixed to the product. The indicator may be an URL to the web page. The label may be affixed in a prominent location on the product. The product information may be product specific. In another aspect, the indicator is stored in a memory. The indicator may be programmed into a programmable memory. The product may include a processor for accessing the indicator in memory and automatically 10 establishing the interface between the customer and the web page. In yet another aspect, there is provided a place where the product information is stored that is easily accessed. The place where the product information is stored is easily updatable such as a web page.

15